

OCT22/12 16.56
*** WFLA-TV ***

REP. #	OFF. #	SALESMAN #
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BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

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(CE)

FLIGHT DATES OCT25/12 OCT29/12 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT22/12	16.56
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THANKS! KIM FOR MEGHAN

CON CM OBAMA FOR AMERICA
ALL SPOTS ARE 60 SECONDS

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AGENCY ADVERTISER CODE = 95      AGENCY EST# = 2175
AGENCY PRODUCT CODE = 101
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PROGRAM : LT NITE W/JIMMY FALLON
CON COM1: LT NITE W/JIMMY FALLON

PROGRAM : TODAY SHOW 3
CON COM1: TODAY SHOW 3

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PROGRAM : NEWS CHANNEL 8 5P
CON COM1: NEWS CHANNEL 8 5P
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8/16/23

OCT 22/12 16.56
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			530P-600P	60		\$1,800.00	10/25	10/26	2		TH-F	2
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
5			600P-630P	60		\$4,500.00	10/25	10/26	2		TH-F	2
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
6			600A-700A	60		\$2,900.00	10/25	10/26	3		TH-F	3
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
7			700P-730P	60		\$4,000.00	10/25	10/26	1		TH-F	1
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
8			700A-900A	60		\$1,800.00	10/25	10/26	2		TH-F	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
9			900A-1000A	60		\$2,080.00	10/25	10/26	3		TH-F	3
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
10			430A-459A	60		\$100.00	10/25	10/28	3		TH, SU	3
PROGRAM : NC 8 TODAY AT 430A												
ORD COM1: RATES ARE 8/27-9/30												
CON COM1: NC 8 TODAY AT 430A												
11			700A-900A	60		\$1,000.00	10/27	10/27	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
12			700P-830P	60		14000.00	10/28	10/28	1		SUN	1
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												

REP HEADLINE# 6389508
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 OCT12/12 16.56
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			800P-1100P	60		20000.00	10/28	10/28	0		SUN	0
PROGRAM : NFL PRESEASON: INDGPIT8/19/12												
CON COM1: NFL PRESEASON: INDGPIT8/19/12												
14			800A-900A	60		\$2,200.00	10/28	10/28	1		SUN	1
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
15			900A-1000A	60		\$600.00	10/28	10/28	0		SUN	0
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
OCT/12			59360.00			NOV/12						
												CONTRACT TOTAL
												59360.00
												TOTAL SPOTS
												25

MARKET TOTALS \$269,818 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ESTIMATED

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 815 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	59360	Campaign Ref:	E:063895080
Buyer:	..	Client/Product/Estimate:	95 /101 /2175	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 10/29/12	Weeks:	2	Order Ref:	06389508
Est./PO Number:	06389508	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama 4 America:60's	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...TF..	01	800	60 Comme	Nbr of Spots	2	2	1600
2	M-F 12p Today Show III ...TF..	01	760	60 Comme	Nbr of Spots	2	2	1520
3	M-F 5p News ...TF..	03	1800	60 Comme	Nbr of Spots	2	2	3600
4	M-F 530p News ...TF..	03	1800	60 Comme	Nbr of Spots	2	2	3600
5	M-F 6p News ...TF..	01	4500	60 Comme	Nbr of Spots	2	2	9000
6	M-F 6a News ...TF..	01	2900	60 Comme	Nbr of Spots	3	3	8700
7	M-F 7p News ...TF..	01	4000	60 Comme	Nbr of Spots	1	1	4000
8	M-F 7a Today Show ...TF..	03	1800	60 Comme	Nbr of Spots	2	2	3600
9	M-F 9a Today Show II	01	2080	60 Comme	Nbr of Spots	3	3	6240
Weekly Totals: Total Spots(Ord Spots)					25	25		

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 815 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 59360	Campaign Ref: E:063895080
Buyer: ..	Client/Product/Estimate: 95 /101 /2175	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/29/12	Weeks: 2	Order Ref: 06389508
Est./PO Number: 06389508	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
10	M-Th, Su 430a News ..T..S	03	100	60 Comme	Nbr of Spots 3		3	300
11	Sat 7a Today ShowS.	03	1000	60 Comme	Nbr of Spots 1		1	1000
12	Sun 7p ET / 6p CT Football Night In AmericaS	01	14000	60 Comme	Nbr of Spots 1		1	14000
13	Sun 8a Today ShowS	01	2200	60 Comme	Nbr of Spots 1		1	2200
Weekly Totals: Total Spots(Ord Spots)					25		25	

Grand Totals			
Month 10 Weeks: 4		Month 11 Weeks: 4	
10/22		10/29	
Spots	25	Spots	25
Cost	59360	Cost	59360

Grand Totals: Spots: 25
Gross Total: 59,360.00
Commission: 8,904.00
Net Total: 50,456.00